

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 ISO-00 EB-07 USIA-15 /035 W

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R 061009Z AUG 76

FM AMEMBASSY MADRID

TO SECSTATE WASHDC 6678

INFO AMCONGEN BARCELONA

AMCONSUL BILBAO

AMCONGEN SEVILLA

UNCLAS MADRID 6031

E.O.11652: N/A

TAGS: BEXP, SP

SUBJECT: FY 76 COUNTRY COMMERCIAL PROGRAM (CCP) FOURTH QUARTERLY
REPORT

REF: STATE 280182 12/24/74

ALL CAMPAIGN ON TARGET WITH THE FOLLOWING SPECIAL NOTATIONS:

1. CAMPAIGN 1.1 TYPE IV EXHIBITION AT BILBAO INTERNATIONAL FAIR
IN JUNE ACHIEVED FOLLOWING RESULTS: GENERATED \$1.5 MILLION IN NEW
BUSINESS; GAVE ELEVEN US FIRMS EXPOSURE TO NEW CUSTOMERS: FIVE
US FIRMS SIGNED NEW AGENT/DISTRIBUTOR AGREEMENTS: OVER 400 SALES
LEADS PRODUCED.

2. CAMPAIGN 1.3 PREPARATIONS FOR CATALOG SHOW AT SONIMAG IN
BARCELONA THIS FALL ARE ON SCHEDULE.

3. CAMPAIGN 1.6 A. FOLLOWING CONTRACT SIGNING WITH SEARS
ESPANS, COMMERCIAL OFFICE AND USIS ARE WORKING CLOSELY WITH SEARS
FOR SEPTEMBER IN STORE PROMOTION AT 3 SEARS STORES, ONE IN MADRID
TWO IN BARCELONA. B. SPANISH INTEREST IN US CONSUMER GOODS
CONTINUES HIGH WITH TOPS COVERING 35 PRODUCT NUMBERS HAVING BEEN
SUBMITTED THIS QUARTER.

4. CAMPAIGN 1.8 TECHNICAL SALES SEMINAR VISIT TO BOTH MADRID
AND BARCELONA MOST SUCCESSFUL WITH EXCELLENT CONTACTS MADE BY ALL
SEVEN U.S. FIRMS AND TSS DIRECTOR, DR. ROBERT E. STREICKER,
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ASSISTANT SURGEON GENERAL, WITH GOS OFFICIALS, SOCIAL SECURITY

ADMINISTRATION, AGENTS DISTRIBUTORS, END USERS, SPANISH MEDICAL EXPERTS INCLUDING HOSPITALS, ETC, TSS COORDINATOR REPORTED HIGH DEGREE OF SATISFACTION OF TSS MEMBERS (BARCELONA T-0352). EMBASSY AND AMCONGEN BARCELONA SUBSEQUENTLY ASSISTED ONE TSS FIRM, HEALTH FACILITIES ANALYSES, WHICH RETURNED TO SPAIN, WITH APPOINTMENTS WITH KEY CONTACTS.

5. CAMPAIGN 1.9 A. AMCONGEN BARCELONA SUBMITTED TO COMMERCE LISTING OF 200 POTENTIAL SPANISH CUSTOMERS FOR PRINTING AND GRAPHIC ARTS EQUIPMENT. LISTS USED FOR PROMOTION OF PRINTING EQUIPMENT EXHIBITION IN US B. AMCONGEN BARCELONA HAS SECURED CURRENT TRADE DIRECTORIES BUYERS GUIDES, ECT. FROM LEADING TRADE ASSOCIATIONS AND PUBLISHERS FOR EXPANSION OF COMMERCIAL LIBRARY MATERIALS ON GRAPHIC ARTS AND PRINTING EQUIPMENT.

6. CAMPAIGN 1.12 A. AMCONGEN BARCELONA IS DOING ONE YEAR FOLLOWING UP TO 1975 BARCELONA INTERNATIONAL AUTO SHOW. B. AMCONGEN BARCELONA VISITED AND PREPARED REPORT FOR COMMERCE ON 1976 AUTO SALON.

7. OTHER SIGNIFICANT ACTIVITIES: A COMMERCIAL NEWSLETTER SENT EXHIBITION IN BILBAO AND MEDICAL TSS. B. MASS UP TO DATE OF FTI WAS SUBMITTED TO WASHDC. C. TOPS COVERING 160 PRODUCT NUMBERS WERE SUBMITTED DURING QUARTER, REFLECTING EFFORTS OF ENTIRE MISSION. ANCONSUL SEVILLA, WITHOUT ANY COMMERCIAL PERSONNEL, INITIATED AN EFFECTIVE PROGRAM OF DEVELOPING TOPS IN ITS DISTRICT, FOLLOWING THE VISIT OF THE COMMERCAIL ATTACHE DURING PERIOD JULY 1,1975 JUNE 30,1976 TOPS COVERING 956 PRODUCT ITEMS WERE SUBMITTED, OF WHICH 712 WERE FOR CAMPAIGN ORIENTED PRODUCTS.
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Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 06 AUG 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976MADRID06031
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760303-0710
From: MADRID
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760879/aaaacrww.tel
Line Count: 92
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 76 STATE 280182
Review Action: RELEASED, APPROVED
Review Authority: greeneet
Review Comment: n/a
Review Content Flags:
Review Date: 27 FEB 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 FEB 2004 by ReddocGW>; APPROVED <19 JAN 2005 by greeneet>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: FY 76 COUNTRY COMMERCIAL PROGRAM (CCP) FOURTH QUARTERLY REPORT
TAGS: BEXP, SP
To: STATE
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006